



**Indiana National Metal Finishing Strategic Goals Program**  
**Industry Board of Directors Report**  
**October 19, 2000**

**Industry Board of Directors Meeting Summary**  
**Washington, DC on September 11, 2000**

- **Presentation by Coventry Group**

440 SGP Participants

230 – Provided Baseline Data

131 – Provided 1999 Data

209 – No Data Provided

Goal	Percentage of Goal Achieved
Water Usage	57.2 %
Energy Usage	44.8 %
Organics Emissions	83.9 %
Sludge Generation & Shipments	53.8 %
Metals Utilization	62.0 %
Water & Air Emissions	51.0 %
Human Exposure	71.7 %

**Key Objective = Data in the SGP Program!**

- Energize grass roots, target key state programs
- Facilitate peer-to-peer contact with ready-to-use communications tools
- Target State and local networks & communications
- Continue one-to-one contacts
- Key Messages SGP will:
  - ✓ Facilitate a positive working relationship between platers & regulators
  - ✓ Have a positive impact on the bottom line
  - ✓ Promote best practices in the industry
  - ✓ Serve as a model for other industries

- **Urgency of Getting Data**

EPA stressed the importance of getting the data in, noting that the program is under scrutiny. For EPA, a measure of success is having a significant percentage of industry participating in the program, including being current on data. It is important to show that this program is out performing the command and control methods previously exercised. The Board agreed that data must be submitted by October 15, 2000 (and later extended the date to October 30, 2000) for companies to remain on active status.

- **Need for Case Studies**

The Board agreed that one of the most effective tools for recruiting companies and to ensure active participation is to document how the program adds to the bottom line. The Coventry Group is accumulating SGP success stories and will highlight them on a SGP Update newsletter. A board member suggested highlighting a company that has worked through the program and has found some form regulatory relief or flexibility as a result. Coventry agreed to increase the output of case studies and to distribute them to SGP participants.

- **Other Tools**

Mindy Gampel, from EPA, presented the idea of introducing the use of the SGP logo by member companies. She proposed guidelines to be implemented for use of the logo, with gold, silver, and bronze logos to be used to designate progress against the goals.

- **Other Discussion**

The Board also discussed identifying more information about companies already participating in the program. Discussion was held on if the number of companies in the program is less important than the percentage of total business that those companies do. Coventry and George Cushnie will work to determine what percentage of metal finishing is actually conducted by the companies in the program to help quantify the impact of the SGP program.